

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Prohibition & Excise Department – Campaign on evils of alcohol – consumption and promotion and propagation of prohibition policy – utilization of Rs.50.00 Crores - Administrative Sanction – Orders – Issued.

--- REVENUE (Ex. II) DEPARTMENT

G.O.Rt.No. 351

Dated: 05-03-2012

Read the following

1. Note No.84/SPL/C2-CM Peshi/2011,Dt: 26-04-2011.
2. From the CPE Cr.No.CPE Peshi/2011, Dt: 30-04-2011.
3. G.O.Ms.No.674, Rev(Ex.II)Dept, dt:23-6-2011.
4. From the CPE Cr.No.CPE Peshi/2011, dt:12-12-2011.
5. From the CPE Lr.No.1261/2011/CPE/N4, dt:31-1-2012.

ORDER:

Government, in the G.O. 3rd read above, have constituted a Committee with the following officers to take up a special campaign throughout the state to propagate the policy of prohibition and to educate the masses on the ill-effects of alcohol consumption:-

1. Commissioner, Information and Public Relations, Hyderabad.
2. Commissioner of Prohibition & Excise, A.P. Hyderabad (Convenor).
3. Principal Secretary/Secretary, Finance.

2. The Commissioner of Prohibition & Excise. A.P. Hyderabad in his letter 4th read above, has stated that the Commissioner of I&PR has furnished the following item wise expenditure for Rs.50.00 crores for promotion campaign (through out the state) on the evils of alcohol consumption and addiction to alcohol:-

- | | | |
|-----------------------|---|-------------------|
| 1) Print Media | - | Rs. 15.00 Crores. |
| 2) Electronic Media | - | Rs. 20.00 Crores. |
| 3) Outdoor Media | - | Rs. 10.00 Crores. |
| 4) Social Net Working | - | Rs. 5.00 Crores. |

3. The Commissioner of Prohibition and Excise, Hyderabad in his letter 5th read above has requested the Government to accord administrative sanction for an amount of Rs. 50.00 crores (Rupees fifty crores only) for the financial year 2012-13 towards promotion of prohibition policy to educate the masses on the ill- effects of alcohol consumption under the following head of account:

- | | |
|------|---|
| 2039 | -State Excise |
| 800 | -Other Expenditure |
| 07 | -Campaign on Adverse effect of consumption of alcohol |
| 260 | -Advertisements, sales and publicity expenses |

4. Government, after careful consideration of the matter, hereby accord administrative sanction to the Commissioner of Prohibition and Excise, Hyderabad for an amount of Rs. 50.00 crores (Rupees fifty crores only) to take up special campaign throughout the state to educate the people about the ill - effects of drinking and to encourage them to giving up the habit, by devising a media plan carefully keeping the targeted audience in mind under the following Head of Account:-

2039 -State Excise
800 -Other Expenditure
07 -Campaign on Adverse effect of consumption of alcohol
260 -Advertisements, sales and publicity expenses

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5. The Commissioner of Prohibition and Excise, Hyderabad shall take necessary action accordingly. The Commissioner of Prohibition & Excise, A.P. Hyderabad may also explore the possibility of setting up de-addiction centers in the state for the above purpose.

6. This order issues with the concurrence of Fin.(Exp. Rev)Dept vide their U.O.No.34210/536/A2/Exp.Rev/2012, dt:2-2-2012.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**ASUTOSH MISHRA,
PRINCIPAL SECRETARY TO GOVERNMENT**

To
The Commissioner of Prohibition and Excise, A.P., Hyderabad
The Director of Treasuries and Accounts, Hyderabad
The Accountant General, A.P., Hyderabad.
The Pay and Accounts Officer, A.P., Hyderabad
Copy to the Finance (Rev .Exp) Department
P.S to M(P&E)
P.S to Prl.Secy to CM
P.S to Prl.Secy.to Government (AM)
SF/SCs.

// FORWARDED:: BY ORDER//

SECTION OFFICER